



# Institute of Retail Management

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February 15, 1984

Ms. Barbara Weinstein  
Marketing Research Department  
Philip Morris, U.S.A.  
120 Park Avenue  
New York, NY 10017

Dear Barbara:

Happy Valentine's Day!

The Institute I work for at N.Y.U. just received the enclosed in the mail. I thought you'd be interested. Personally, I think it's pretty 'low' of RJR to copy Players.

Anyhow, things at N.Y.U. are busy. I'm working on my thesis plus have my hands in three other research projects.

Please give my regards to everyone at P.M.

Best regards,  
Tracy Troutman

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